

This listing of claims will replace all prior versions, and listings, of claims in the application:

- 1 Claim 1 (currently amended): A computer-implemented method
2 for facilitating the serving of advertisements with e-mail
3 content, the method comprising:
- 4 a) accepting, ~~[[with]]~~ by a web-based e-mail serving
5 system including at least one computer, ~~[[a]]~~ an e-mail
6 request for a document including e-mail content;
 - 7 b) generating, ~~[[with]]~~ by the web-based e-mail
8 serving system, a request identifier;
 - 9 c) serving to a client device, ~~[[with]]~~ by the web-
10 based e-mail serving system, the requested document in
11 association with the request identifier;
 - 12 d) generating, by the web-based e-mail serving
13 system, a first ad request for at least one ad
14 relevant to the e-mail content, the first ad request
15 including information of the e-mail content and the
16 request identifier;
 - 17 e) transmitting, by the web-based e-mail serving
18 system, the first ad request to a content-relevant ad
19 serving system;
 - 20 f) ~~[[obtaining]]~~ receiving, responsive to the
21 transmitted first ad request and by ~~[[with]]~~ the web-
22 based e-mail serving system, at least one ad relevant
23 to the e-mail content in association with the request
24 identifier from the content-relevant ad serving
25 system;
 - 26 ~~[[e]]~~ g) storing, ~~[[with]]~~ by the web-based e-mail
27 serving system, the ~~[[obtained]]~~ received at least one
28 ad in association with the request identifier;

29 ~~[[f+]]~~ h) accepting, ~~[[with]]~~ by the web-based e-mail
30 serving system, ~~[[an]]~~ a second ad request from the
31 client device, the second ad request including the
32 request identifier;
33 ~~[[g+]]~~ i) reading, ~~[[with]]~~ by the web-based e-mail
34 serving system, the stored at least one ad using
35 ~~[[information from]]~~ the request identifier included
36 in the second ad request; and
37 ~~[[h+]]~~ j) serving to the client device, ~~[[with]]~~ by
38 the web-based e-mail serving system, the at least one
39 ad read.

1 Claim 2 (currently amended): The computer-implemented
2 method of claim 1, wherein the second ad request from the
3 client device is generated automatically, without a manual
4 input from a user of the client device.

1 Claim 3 (currently amended): The computer-implemented
2 method of claim 1, wherein the second ad request was
3 sourced by the client device when it rendered the requested
4 document.

1 Claim 4 (currently amended): The computer-implemented
2 method of claim 1, wherein the second ad request was
3 sourced by a client device after it rendered the requested
4 document.

1 Claim 5 (currently amended): The computer-implemented
2 method of claim 1, wherein the second ad request was
3 sourced by a browser when it rendered the requested
4 document.

1 Claim 6 (currently amended): The computer-implemented
2 method of claim 1, wherein the second ad request was
3 sourced by a browser after it rendered the requested
4 document.

Claim 7 (canceled)

1 Claim 8 (currently amended): The computer-implemented
2 method of claim [[7]] 1, wherein the request identifier may
3 be used as a primary key to lookup the associated at least
4 one ad.

Claim 9 (canceled)

1 Claim 10 (currently amended): The computer-implemented
2 method of claim [[9]] 1, wherein the act of reading the
3 stored at least one ad using information from the second ad
4 request uses the request identifier to lookup the
5 associated at least one ad.

1 Claim 11 (previously presented): The computer-implemented
2 method of claim 1, wherein the act of serving the requested
3 document in association with the request identifier is
4 performed by a first thread, and wherein the act of
5 obtaining at least one ad relevant to content of the e-mail
6 is performed by a second thread.

1 Claim 12 (previously presented): The computer-implemented
2 method of claim 11, wherein the execution of the first
3 thread is independent of the execution of the second
4 thread.

Claims 13 and 14 (canceled)

1 Claim 15 (previously presented): The computer-implemented
2 method of claim 1, wherein the document including e-mail
3 content represents an individual e-mail message.

1 Claim 16 (previously presented): The computer-implemented
2 method of claim 1, wherein the document including e-mail
3 content represents a group of e-mail messages.

1 Claim 17 (previously presented): The computer-implemented
2 method of claim 1, wherein the document including e-mail
3 content represents an e-mail thread output as a
4 conversation.

1 Claim 18 (previously presented): The computer-implemented
2 method of claim 1, wherein the document including e-mail
3 content is a conversation view including a group of
4 e-mails.

Claims 19-33 (canceled)

1 Claim 34 (currently amended): A computer-implemented
2 method for facilitating the serving of advertisements with
3 e-mail content, the method comprising:
4 a) accepting, ~~[[with]]~~ by a web-based e-mail serving
5 system including at least one computer, ~~[[a]]~~ an e-
6 mail request for a document including e-mail content;
7 b) generating, ~~[[with]]~~ by the web-based e-mail
8 serving system, a request identifier;

9 c) serving to a client device, ~~[[with]]~~ by the web-
10 based e-mail serving system, the requested document in
11 association with the request identifier;
12 d) generating, by the web-based e-mail serving
13 system, an additional content item request for at
14 least one additional content item relevant to the e-
15 mail content, the additional content item request
16 including information of the e-mail content and the
17 request identifier;
18 e) transmitting, by the web-based e-mail serving
19 system, the additional content item request to an
20 additional content serving system;
21 f) ~~[[obtaining]]~~ receiving, responsive to the
22 transmitted additional content item request and by
23 [[with]] the web-based e-mail serving system, at least
24 one additional content item relevant to the e-mail
25 content in association with the request identifier
26 from the additional content serving system;
27 ~~[[e+]]~~ g) storing, [[with]] by the web-based e-mail
28 serving system, the [[obtained]] received at least one
29 additional content item in association with the
30 request identifier;
31 ~~[[f+]]~~ h) accepting, [[with]] by the web-based e-mail
32 serving system, [[an]] another additional content item
33 request from the client device, the another additional
34 content item request including the request identifier;
35 ~~[[g+]]~~ i) reading, [[with]] by the web-based e-mail
36 serving system, the stored at least one additional
37 content item using [[information from]] the request
38 identifier included in the another additional content
39 item request; and

40 ~~[[h]]~~ j) serving to the client device, ~~[[with]]~~ by
41 the web-based e-mail serving system, the at least one
42 additional content item read.

1 Claim 35 (previously presented): The computer-implemented
2 method of claim 34, wherein the at least one additional
3 content item is selected from a group consisting of (a) a
4 news article, (b) an excerpt of a news article, (c) a
5 search query, (d) a product review, and (e) an excerpt of a
6 product review.

1 Claim 36 (previously presented): The computer-implemented
2 method of claim 34, wherein the at least one additional
3 content item includes at least one content relevant ad and
4 at least one further additional content item selected from
5 a group consisting of (a) a news article, (b) an excerpt of
6 a news article, (c) a search query, (d) a product review,
7 and (e) an excerpt of a product review.

1 Claim 37 (currently amended): The computer-implemented
2 method of claim 34, wherein the another additional content
3 item request from the client device is generated
4 automatically, without a manual input from a user of the
5 client device.

1 Claim 38 (previously presented): The computer-implemented
2 method of claim 34, wherein the at least one additional
3 content item is selected from a group consisting of (a) a
4 news article, (b) an excerpt of a news article, (c) a
5 search query, (d) a product review, and (e) an excerpt of a
6 product review.

Claim 39 (canceled)

1 Claim 40 (currently amended): A computer-implemented
2 method for facilitating the serving of advertisements with
3 electronic messaging content, the method comprising:
4 a) accepting, ~~[[with]]~~ by a web-based electronic
5 message serving system including at least one
6 computer, ~~[[a]]~~ an electronic message request for a
7 document including electronic messaging content;
8 b) generating, ~~[[with]]~~ by the web-based electronic
9 message serving system, a request identifier;
10 c) serving to a client device, ~~[[with]]~~ by the web-
11 based electronic message serving system, the requested
12 document in association with the request identifier;
13 d) generating, by the web-based electronic message
14 serving system, a first ad request for at least one ad
15 relevant to the electronic messaging content, the
16 first ad request including information of the
17 electronic messaging content and the request
18 identifier;
19 e) transmitting, by the web-based electronic message
20 serving system, the first ad request to a content-
21 relevant ad serving system;
22 f) ~~[[obtaining]]~~ receiving, responsive to the
23 transmitted first ad request and by ~~[[with]]~~ the web-
24 based electronic message serving system, at least one
25 ad relevant to the electronic messaging content in
26 association with the request identifier from the
27 content-relevant ad serving system;
28 ~~[[e+]]~~ g) storing, ~~[[with]]~~ by the web-based
29 electronic message serving system, the ~~[[obtained]]~~

30 received at least one ad in association with the
31 request identifier;
32 ~~[[f+]]~~ h) accepting, [[with]] by the web-based
33 electronic message serving system, ~~[[an]]~~ a second ad
34 request from the client device, the second ad request
35 including the request identifier;
36 ~~[[g+]]~~ i) reading, [[with]] by the web-based
37 electronic message serving system, the stored at least
38 one ad using ~~[[information from]]~~ the request
39 identifier included in the second ad request; and
40 ~~[[h+]]~~ j) serving to the client device, [[with]] by
41 the web-based electronic message serving system, the
42 at least one ad read.

1 Claim 41 (currently amended): The computer-implemented
2 method of claim 40, wherein the second ad request from the
3 client device is generated automatically, without a manual
4 input from a user of the client device.

1 Claim 42 (previously presented): The computer-implemented
2 method of claim 40, wherein the electronic messaging
3 content is content from one of (A) on-line groups, (B)
4 blogs, (C) message postings, and (D) instant messaging.

Claims 43 and 44 (canceled)

1 Claim 45 (currently amended): A computer-implemented
2 method for facilitating the serving of advertisements with
3 electronic messaging content, the method comprising:
4 a) accepting, [[with]] by a web-based electronic
5 message serving system including at least one

6 computer, ~~[[a]]~~ an electronic message request for a
7 document including electronic messaging content;
8 b) ~~generating, [[with]]~~ by the web-based electronic
9 message serving system, a request identifier;
10 c) serving to a client device, [[with]] by the web-
11 based electronic message serving system, the requested
12 document in association with the request identifier;
13 d) generating, by the web-based electronic message
14 serving system, an additional content item request for
15 at least one additional content item relevant to the
16 electronic messaging content, the additional content
17 item request including information of the electronic
18 messaging content and the request identifier;
19 e) transmitting, by the web-based electronic message
20 serving system, the additional content item request to
21 an additional content serving system;
22 f) ~~[[obtaining]]~~ receiving, responsive to the
23 transmitted additional content item request and by
24 [[with]] the web-based electronic message serving
25 system, at least one additional content item relevant
26 to the electronic messaging content in association
27 with the request identifier from the additional
28 content serving system;
29 ~~[[e+]]~~ g) storing, [[with]] by the web-based
30 electronic message serving system, the [[obtained]]
31 received at least one additional content item in
32 association with the request identifier;
33 ~~[[f+]]~~ h) accepting from the client device, [[with]]
34 by the web-based electronic message serving system,
35 ~~[[a+]]~~ another additional content item request, the
36 another additional content item request including the
37 request identifier;

38 ~~[[g+]]~~ i) reading, ~~[[with]]~~ by the web-based
39 electronic message serving system, the stored another
40 additional content item request using the request
41 identifier included in the another additional item
42 request; and
43 ~~[[h+]]~~ j) serving to the client device, ~~[[with]]~~ by
44 the web-based electronic message serving system, the
45 at least one additional content item read.

1 Claim 46 (previously presented): The computer-implemented
2 method of claim 45, wherein the electronic messaging
3 content is content from one of (A) on-line groups, (B)
4 blogs, (C) message postings, and (D) instant messaging.

1 Claim 47 (currently amended): Apparatus for facilitating
2 the serving of advertisements with e-mail content, the
3 apparatus comprising:
4 a) at least one processor;
5 b) an input device for accepting ~~[[a]]~~ an e-mail
6 request for a document including e-mail content;
7 c) a first storage facility for storing an obtained
8 at least one ad; and
9 d) a second storage facility for storing a computer
10 executable code which, when executed by the at least
11 one processor, performs a method of
12 1) accepting the ~~[[document]]~~ e-mail request,
13 2) generating a request identifier,
14 3) serving to a client device, the requested
15 document in association with the request
16 identifier,
17 4) generating a first ad request for at least
18 one ad relevant to the e-mail content, the first

19 ad request including information of the e-mail
20 content and the request identifier,
21 5) transmitting the first ad request to a
22 content-relevant ad serving system,
23 6) ~~[[obtaining]]~~ receiving, responsive to the
24 transmitted first ad request, the at least one ad
25 relevant to the e-mail content in association
26 with the request identifier from the content-
27 relevant ad serving system,
28 ~~[[5+]]~~ 7) storing the ~~[[obtained]]~~ received at
29 least one ad in association with the request
30 identifier,
31 ~~[[6+]]~~ 8) accepting ~~[[an]]~~ a second ad request
32 including the request identifier,
33 ~~[[7+]]~~ 9) reading the stored at least one ad
34 using ~~[[information from]]~~ the request identifier
35 included in the second ad request,
36 ~~[[8+]]~~ 10) serving to the client device, the at
37 least one ad read.

1 Claim 48 (currently amended): The apparatus of claim 47,
2 wherein the second ad request is generated automatically,
3 without a manual input from a user of the client device.

1 Claim 49 (currently amended): The apparatus of claim 47,
2 wherein the second ad request was sourced by a client
3 device when it rendered the requested document.

1 Claim 50 (currently amended): The apparatus of claim 47,
2 wherein the second ad request was sourced by a client
3 device after it rendered the requested document.

1 Claim 51 (currently amended): The apparatus of claim 47,
2 wherein the second ad request was sourced by a browser when
3 it rendered the requested document.

1 Claim 52 (currently amended): The apparatus of claim 47,
2 wherein the second ad request was sourced by a browser
3 after it rendered the requested document.

Claim 53 (canceled)

1 Claim 54 (currently amended): The apparatus of claim
2 ~~[[53]]~~ 47 wherein the request identifier may be used as a
3 primary key to lookup the associated at least one ad.

Claim 55 (canceled)

1 Claim 56 (currently amended): The apparatus of claim
2 ~~[[55]]~~ 47 wherein the ~~[[means-for]]~~ act of reading the
3 stored at least one ad using information from the second ad
4 request use the request identifier to lookup the associated
5 at least one ad.

1 Claim 57 (currently amended): The apparatus of claim 47
2 wherein the ~~[[means-for]]~~ act of serving the requested
3 document in association with the request identifier is
4 executed by a first thread, and wherein the ~~[[means-for~~
5 ~~obtaining]]~~ act of receiving at least one ad relevant to
6 content of the e-mail is executed by a second thread.

1 Claim 58 (original): The apparatus of claim 57 wherein the
2 execution of the first thread is independent of the
3 execution of the second thread.

Claims 59 and 60 (canceled)

1 Claim 61 (original): The apparatus of claim 47 wherein the
2 document including e-mail content represents an individual
3 e-mail message.

1 Claim 62 (original): The apparatus of claim 47 wherein the
2 document including e-mail content represents a group of
3 e-mail messages.

1 Claim 63 (original): The apparatus of claim 47 wherein the
2 document including e-mail content represents an e-mail
3 thread output as a conversation.

1 Claim 64 (original): The apparatus of claim 47 wherein the
2 document including e-mail content is a conversation view
3 including a group of e-mails.

Claims 65-79 (canceled)

1 Claim 80 (currently amended): Apparatus for facilitating
2 the serving of advertisements with e-mail content, the
3 apparatus comprising:
4 a) at least one processor;
5 b) an input device; and
6 c) at least one storage device storing a computer
7 executable code which, when executed by the at least
8 one processor, performs a method of
9 1) accepting [[a]] an e-mail request for a
10 document including e-mail content,
11 2) generating a request identifier,

12 3) serving to a client device, the requested
13 document in association with the request
14 identifier,
15 4) generating an additional content item request
16 for at least one additional content item relevant
17 to the e-mail content, the additional content
18 item request including information of the e-mail
19 content and the request identifier;
20 5) transmitting the additional content item
21 request to an additional content serving system;
22 6) ~~[[obtaining]]~~ receiving, responsive to the
23 transmitted additional content item request, at
24 least one additional content item relevant to the
25 e-mail content in association with the request
26 identifier from the additional content serving
27 system,
28 ~~[[5+]]~~ 7) ~~[[obtained]]~~ received at
29 least one additional content item in association
30 with the request identifier,
31 ~~[[6+]]~~ 8) accepting ~~[[an]]~~ another additional
32 content item request including the request
33 identifier,
34 ~~[[7+]]~~ 9) reading the stored at least one
35 additional content item using ~~[[information~~
36 ~~from]]~~ the request identifier included in the
37 another additional content item request, and
38 ~~[[8+]]~~ 10) serving to the client device, the at
39 least one additional content item read.

1 Claim 81 (original): The apparatus of claim 80 wherein the
2 at least one additional content item is selected from a
3 group consisting of (a) a news article, (b) an excerpt of a

4 news article, (c) a search query, (d) a product review, and
5 (e) an excerpt of a product review.

1 Claim 82 (original): The apparatus of claim 80 wherein the
2 at least one additional content item includes at least one
3 content relevant ad and at least one further additional
4 content item selected from a group consisting of (a) a news
5 article, (b) an excerpt of a news article, (c) a search
6 query, (d) a product review, and (e) an excerpt of a
7 product review.

1 Claim 83 (currently amended): The apparatus of claim 80,
2 wherein the another additional content item request is
3 generated automatically, without a manual input from a user
4 of the client device.

1 Claim 84 (previously presented): The apparatus of claim
2 80, wherein the at least one additional content item is
3 selected from a group consisting of (a) a news article, (b)
4 an excerpt of a news article, (c) a search query, (d) a
5 product review, and (e) an excerpt of a product review.

1 Claim 85 (previously presented): The apparatus of claim
2 80, wherein the at least one additional content item
3 includes at least one content relevant ad and at least one
4 further additional content item selected from a group
5 consisting of (a) a news article, (b) an excerpt of a news
6 article, (c) a search query, (d) a product review, and (e)
7 an excerpt of a product review.

1 Claim 86 (currently amended): Apparatus for facilitating
2 the serving of advertisements with electronic messaging
3 content, the apparatus comprising:
4 a) at least one processor;
5 b) an input device; and
6 c) at least one storage device storing a computer
7 executable code which, when executed by the at least
8 one processor, performs a method of
9 1) accepting ~~[[a]]~~ an electronic message request
10 for a document including electronic messaging
11 content,
12 2) generating a request identifier,
13 3) serving to a client device, the requested
14 document in association with the request
15 identifier,
16 4) generating a first ad request for at least
17 one ad relevant to the electronic messaging
18 content, the first ad request including
19 information of the electronic messaging content
20 and the request identifier;
21 5) transmitting the first ad request to a
22 content-relevant ad serving system,
23 6) ~~[[obtaining]]~~ receiving, responsive to the
24 transmitted first ad request, at least one ad
25 relevant to the electronic messaging content in
26 association with the request identifier from the
27 content-relevant ad serving system,
28 ~~[[5+]]~~ 7) storing the ~~[[obtained]]~~ received at
29 least one ad in association with the request
30 identifier,
31 ~~[[6+]]~~ 8) accepting ~~[[an]]~~ a second ad request
32 including the request identifier,

33 ~~[[7]]~~ 9) reading the stored at least one ad
34 using ~~[[information from]]~~ the request identifier
35 included in the second ad request, and
36 ~~[[8]]~~ 10) serving to the client device, the at
37 least one ad read.

1 Claim 87 (currently amended): The apparatus of claim 86,
2 wherein the second ad request is generated automatically,
3 without a manual input from a user of the client device.

1 Claim 88 (original): The apparatus of claim 86 wherein the
2 electronic messaging content is content from one of (A) on-
3 line groups, (B) blogs, (C) message postings, and (D)
4 instant messaging.

Claims 89 and 90 (canceled)

1 Claim 91 (currently amended): Apparatus for facilitating
2 the serving of advertisements with electronic messaging
3 content, the apparatus comprising:
4 a) at least one processor;
5 b) an input device; and
6 c) at least one storage device storing a computer
7 executable code which, when executed by the at least
8 one processor, performs a method of
9 1) accepting ~~[[a]]~~ an electronic message request
10 for a document including electronic messaging
11 content,
12 2) generating a request identifier,
13 3) serving to a client device, the requested
14 document in association with the request
15 identifier,

16 4) generating an additional content item request
17 for at least one additional content item relevant
18 to the electronic messaging content, the
19 additional content item request including
20 information of the electronic messaging content
21 and the request identifier;
22 5) transmitting the additional content item
23 request to an additional content serving system,
24 6) ~~[[obtaining]]~~ receiving, responsive to the
25 transmitted additional content item request, at
26 least one additional content item relevant to the
27 electronic messaging content in association with
28 the request identifier from the additional
29 content serving system,
30 ~~[[5+]]~~ 7) storing the ~~[[obtained]]~~ received at
31 least one ~~[[ad]]~~ additional content item in
32 association with the request identifier,
33 ~~[[6+]]~~ 8) accepting ~~[[an ad]]~~ another additional
34 content item request including the request
35 identifier,
36 ~~[[7+]]~~ 9) reading the stored ~~[[at least one ad]]~~
37 another additional content item request using
38 ~~[[information from the ad]]~~ the request
39 identifier included in the another additional
40 item request, and
41 ~~[[8+]]~~ 10) serving to the client device, the at
42 least one ~~[[ad]]~~ additional content item read.

1 Claim 92 (original): The apparatus of claim 91 wherein
2 the electronic messaging content is content from one of
3 (A) on-line groups, (B) blogs, (C) message postings, and
4 (D) instant messaging.

1 Claim 93 (new): A computer-implemented method for
2 facilitating the serving of advertisements with e-mail
3 content, the method comprising:
4 a) accepting, by a web-based e-mail serving system
5 including at least one computer, an e-mail request for
6 a document including e-mail content;
7 b) generating, by the web-based e-mail serving
8 system, a request identifier;
9 c) serving to a client device, by the web-based e-
10 mail serving system, the requested document in
11 association with the request identifier;
12 d) obtaining, by the web-based e-mail serving system,
13 at least one ad relevant to the e-mail content, the at
14 least one ad having been determined automatically
15 using at least some of the e-mail content;
16 e) storing, by the web-based e-mail serving system,
17 the obtained at least one ad;
18 f) receiving, by the web-based e-mail serving system,
19 a second ad request from the client device;
20 g) reading, by the web-based e-mail serving system,
21 the stored at least one ad using information from the
22 second ad request; and
23 h) serving to the client device, by the web-based e-
24 mail serving system, the at least one ad read.

1 Claim 94 (new): Apparatus for facilitating the serving of
2 advertisements with e-mail content, the apparatus
3 comprising:
4 a) at least one processor;
5 b) an input device; and

6 c) at least one storage device storing a computer
7 executable code which, when executed by the at least
8 one processor, performs a method of
9 1) accepting, by a web-based e-mail serving
10 system including at least one computer, an e-mail
11 request for a document including e-mail content,
12 2) generating, by the web-based e-mail serving
13 system, a request identifier,
14 3) serving to a client device, by the web-based
15 e-mail serving system, the requested document in
16 association with the request identifier,
17 4) obtaining, by the web-based e-mail serving
18 system, at least one ad relevant to the e-mail
19 content, the at least one ad having been
20 determined automatically using at least some of
21 the e-mail content,
22 5) storing, by the web-based e-mail serving
23 system, the obtained at least one ad,
24 6) receiving, by the web-based e-mail serving
25 system, a second ad request from the client
26 device,
27 7) reading, by the web-based e-mail serving
28 system, the stored at least one ad using
29 information from the ad request, and
30 8) serving to the client device, by the web-
31 based e-mail serving system, the at least one ad
32 read.